

PRESS RELEASE



MEXICAN INTERNATIONAL ARTIST DANNA PAOLA JOINS THE PUMA FAMILY

Mexico City, Mexico; August 21st, 2020 – Global Sports Brand PUMA is thrilled to announce Mexican artist Danna Paola as their new brand ambassador for Mexico.

Danna Paola embodies PUMA's values which are to be brave, determined, joyful, and true to one's self. She has become an international fashion icon due to her fierce style and talent, earning high praises for her authenticity, creativity and will to always take risks. Starlet of several shows since an early age, building a successful and solid career and not backing down. Her reputation is a synonym for success, hard work and bliss.

"To me, PUMA stands for strength, conviction and determination," said Danna Paola. "Each goal you achieve, each obstacle you conquer, allows you to become a person bound to break stereotypes and fulfill your dreams."

Danna Paola does not seem to slow down on her brilliant and hit-making career – after the huge success she has had in Spain starring in *Élite*, one of Netflix's most popular original series, and most recently winning "Female Artist with Most Fans Gained" in the 2020 Spotify Awards. Now, she returns to her homeland to endeavor conquering new and exciting projects together with PUMA.

The announcement was done through Danna Paola's IG account, where she rocks PUMA's [Swimwear line](#) and the all-new [Cali Wedge](#). All the pieces worn by the Mexican artist can be found on PUMA.com, PUMA Stores, and selected retailers worldwide.

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PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For more than 70 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs more than 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>